

ORGANIZATIONAL LEADERSHIP

This course develops an understanding of organizational leadership characteristics and behaviors. Students will develop skills in teamwork, conflict resolution, communication, and group problem solving techniques used in business. Students will apply the principles of leadership in school, community, and marketing-related settings.

Recommended Credits: 1/2 – 1*

Recommended Grade Levels: 9th, 10th, 11th, 12th

***Note 1:** Standards to be completed for ½ credit are identified with one asterisk (*). Additional standards to be completed for 1 credit are identified with two asterisks (**).

A service learning activity is recommended as a part of this course.



Organizational Leadership

***STANDARD 1.0**

The student will evaluate the leadership techniques used by organizations to increase profitability.

***STANDARD 2.0**

The student will evaluate the roles of leadership in an organization.

***STANDARD 3.0**

The student will explore the interpersonal skills needed for developing leadership abilities.

***STANDARD 4.0**

The student will apply the skills needed to communicate effectively.

****STANDARD 5.0**

The student will assess cultural diversity and equity issues as they relate to organizational goals.

****STANDARD 6.0**

The student will examine the legal issues relating to management responsibilities.

****STANDARD 7.0**

The student will evaluate career plans and employability skills.

***STANDARD 8.0**

The student will apply organizational and leadership skills.

STANDARD 9.0

The student will analyze how organizational leadership principles are applied in a specific work-based learning experience.

***STANDARD 10.0**

The student will apply and relate academics to organizational leadership.

Organizational Leadership

COURSE DESCRIPTION: This course involves studying the role of organizations in the community as well as skill needed to run an effective organization. Areas of study include leadership styles, interpersonal skills, communication skills and the integration of other subject matter.

STANDARD 1.0

The student will evaluate the leadership techniques used by organizations to increase profitability.

LEARNING EXPECTATIONS

The student will:

- 1.1 Examine methods for developing teamwork.
- 1.2 Compare and contrast the advantages and disadvantages of delegating responsibilities.
- 1.3 Assess the importance of employee training programs.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 1.1 Examines the use of self-managing teams in a horizontal organization.
- 1.2 Differentiates tasks required of managers versus tasks that can be done by employees.
- 1.3 Analyzes components of an employee training program.

INTEGRATION/LINKAGES

Language Arts, Mathematics, Science, Social Studies, Technology, DECA

SAMPLE PERFORMANCE TASKS

- Role-play a DECA Management Team Decision Making scenario.
- Organize your cooperative training agency into teams using horizontal organization.

STANDARD 2.0

The student will evaluate the roles of leadership in an organization.

LEARNING EXPECTATIONS

The student will:

- 2.1 Distinguish the functions of organizational leadership.
- 2.2 Examine the levels of leadership within an organization.
- 2.3 Analyze the various management styles.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 2.1 Analyzes the planning, organizing, directing and controlling functions of an organization.
- 2.2 Differentiates between the roles and responsibilities of various management levels within an organization.
- 2.3 Compares and contrasts the various management styles.

INTEGRATION/LINKAGES

Language Arts, Mathematics, Science, Social Studies, Technology, DECA

SAMPLE PERFORMANCE TASKS

- Construct an organizational chart for a local organization.
- Role-play a situation dealing with a manager meeting.

STANDARD 3.0

The student will explore the interpersonal skills needed for developing leadership relationships.

LEARNING EXPECTATIONS

The student will:

- 3.1 Analyze the importance of interpersonal skills.
- 3.2 Examine techniques for problem solving.
- 3.3 Assess the importance of teamwork in leadership.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 3.1 Examines the relationship of understanding others.
- 3.2 Examines problem solving and critical thinking skills.
- 3.3 Distinguishes the aspects of successful teamwork.

INTEGRATION/LINKAGES

Language Arts, Mathematics, Science, Social Studies, Technology, DECA

SAMPLE PERFORMANCE TASKS

- Role-play a conflict and resolution situation.
- Evaluate self and team members involved in a class project.

STANDARD 4.0

The student will apply the skills needed to communicate effectively.

LEARNING EXPECTATIONS

The student will:

- 4.1 Assess the importance of effective communication skills.
- 4.2 Analyze appropriate technology used to facilitate communication.
- 4.3 Appraise the various skills leaders need for positive communication.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 4.1 Examines the primary elements of communication.
- 4.2 Evaluates technology used to provide faster and more accurate communications.
- 4.3 Compares and contrasts the use of verbal, nonverbal, and written skill.

INTEGRATION/LINKAGES

Language Arts, Mathematics, Science, Social Studies, Technology, DECA

SAMPLE PERFORMANCE TASKS

- Role-play a procedural explanation of a problem between marketing workers and customers using communications skills.
- Prepare an agenda for a committee meeting.
- Prepare an oral presentation.
- Prepare a report on marketing trends.

STANDARD 5.0

The student will assess cultural diversity and equity issues as they relate to organizational goals.

LEARNING EXPECTATIONS

The student will:

- 5.1 Examine the various components involved in distinguishing cultural differences.
- 5.2 Analyze the impact of cultural differences in the workplace.
- 5.3 Identify equity requirements in employment.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 5.1 Identifies cultural components such as language, race, religion, customs, etc.
- 5.2 Evaluates cultural diversity in the workplace can increase profitability.
- 5.3 Compares and contrasts equity standards required involving race, gender, religion, and age.

INTEGRATION/LINKAGES

Language Arts, Mathematics, Science, Social Studies, Technology, DECA, Foreign Language, Humanities

SAMPLE PERFORMANCE TASKS

- Prepare a written report comparing a particular culture to that of the student's.
- Survey a class, the school population, and/or the student's cooperative training station for the diverse cultures in each.

STANDARD 6.0

The student will examine the legal issues relating to management responsibilities.

LEARNING EXPECTATIONS

The student will:

- 6.1 Examine the laws and regulations affecting the management of employees.
- 6.2 Analyze management 's legal responsibilities to the consumer.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 6.1 Evaluates laws and regulations affecting employees such as the Equal Employment Opportunity Commission (EEOC), Equal Pay Act of 1963, Fair Labor Standards Act, and the Occupational Safety and Health Act (OSHA).
- 6.2 Evaluates legal responsibilities of management in regards to truth in lending, truth in advertising, and warranties and product liability.

INTEGRATION/LINKAGES

Language Arts, Mathematics, Science, Social Studies, Technology, DECA

SAMPLE PERFORMANCE TASKS

- Research laws affecting employees on the Internet.

STANDARD 7.0

The student will evaluate career plans and employability skills.

LEARNING EXPECTATIONS

The student will:

- 7.1 Analyze abilities, interests, and values in developing a career plan.
- 7.2 Identify the levels of management.
- 7.3 Identify the major competencies needed to succeed in marketing/management.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 7.1 Develops his/her career plan using his/her abilities, interests, and values.
- 7.2 Compares and contrasts the responsibilities and experience needed for each level of management.
- 7.3 Examines how the social, marketing, technology, basic skills, and economic competencies are relevant to managers.

INTEGRATION/LINKAGES

Language Arts, Mathematics, Science, Social Studies, Technology, DECA

SAMPLE PERFORMANCE TASKS

- Take a career interests test.

STANDARD 8.0

The student will apply organizational and leadership skills.

LEARNING EXPECTATIONS

The student will:

- 8.1 Demonstrate a knowledge of DECA.
- 8.2 Utilize critical thinking in decision-making situations.
- 8.3 Identify and develop personal characteristics needed in leadership situations.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 8.1 Relates his/her knowledge of DECA through a written or an oral evaluation.
- 8.2 Solves problems utilizing role-play, team decision-making and DECA projects.
- 8.3 Accepts task/project responsibilities in the class or DECA activities.

INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

SAMPLE PERFORMANCE TASKS

- Join and participate in DECA.
- Attend a leadership conference.
- Chair a committee.
- Organize a DECA project.

STANDARD 9.0

The student will analyze how organizational leadership principles are applied in a specific work-based learning experience.

LEARNING EXPECTATIONS

The student will:

- 9.1 Apply principles of organizational leadership to a work-based situation.
- 9.2 Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities.
- 9.3 Evaluate and apply principles of ethics as they relate to the work-based experience.
- 9.4 Employ the principles of safety to the work-based experience.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 9.1 Demonstrates leadership in a work-based situation as evidenced by employer evaluation.
- 9.2 Designs a plan to include his/her schedule of activities.
- 9.3 Records and assesses workplace events based on their ethical implications.
- 9.4a Makes a passing score on a class-based or work-based safety evaluation.

9.4b Applies safety rules and regulations to the work site.

INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Community Employers, Language Arts, Mathematics, Science

SAMPLE PERFORMANCE TASKS

- Compose and maintain a journal that includes general work site experiences, time management planning, and evaluation of ethical behavior.
- Create a training manual for a new employee outlining the safety considerations for the job.
- Keep a report of wages and hours on the job.

STANDARD 10.0

The student will apply and relate academics to organizational leadership.

LEARNING EXPECTATIONS

The student will:

Language Arts

- 10.1 Generate original ideas based on previous knowledge and research.
- 10.2 Utilize proper grammar in leadership activities.
- 10.3 Use advanced publication methods.

Mathematics

- 10.4 Perform mathematical calculations used by managers.
- 10.5 Allocate and measure time needed for tasks.
- 10.6 Design a statistical study/survey. Calculate and graph survey results.

Science

- 10.7 Discuss social responsibility in business.
- 10.8 Evaluate laws that regulate business.
- 10.9 Educate the public on environmental and health issues.

Social Studies

- 10.10 Evaluate leadership at different levels of management.
- 10.11 Assess personality traits in successful leaders.

Technology

- 10.12 Examine computer applications in marketing.
- 10.13 Discuss functions of basic pieces of computer hardware.
- 10.14 Discuss the future of technology in marketing.
- 10.15 Distinguish technological trends in organizational leadership.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

Language Arts

- 10.1 Composes an editorial on an original idea.
- 10.2 Prepares a speech for an organization.
- 10.3 Assembles a newsletter for an organization.

Mathematics

- 10.4 Calculates wage and hour sheets.
- 10.5 Designs time management calendars for a specific event.
- 10.6 Calculates and graphs survey results.

Science

- 10.7 Debates social responsibilities of an organization.
- 10.8 Compares and contrasts effects of regulations on organizations.
- 10.9 Proposes a public relations/civic consciousness campaign.

Social Studies

- 10.10 Differentiates leadership styles at various levels.
- 10.11 Compares and contrasts personality traits of leaders.

Technology

- 10.12 Researches effects of government on ethical decisions in business.
- 10.13 Categorizes types of technology used within an organization.
- 10.14 Demonstrates basic computer skills.
- 10.15 Interprets use of technology for local a DECA chapter.

INTEGRATION/LINKAGES

Language Arts, Mathematics, Science, Social Studies, Technology, DECA

SAMPLE PERFORMANCE TASKS

- Evaluate the effectiveness of a speech.
- Design and conduct a sales project.
- Design and conduct a public relations campaign.
- Prepare a report on labor unions in the history of the workplace.
- Set-up an e-mail account.
- Organize a DECA meeting.

SUGGESTED RESOURCES

National DECA

DECA Guide

Tennessee Marketing and DECA Operations Guide

DECA "A Continuing Tradition of Excellence;" DECA

Marketing Essentials; Glencoe

Entrepreneurships; Southwestern

Marketing Foundations and Functions; Southwestern

Marketing Practices and Principles; Glencoe

Local Organizations

Labor Lawyer

SCANS

National Marketing Standards

Area Chamber Partnerships

Vocational Advisory Committees

MarkEd – Marketing Education Resource Center

MarkEd Laps - *Training/Human Resource Development*

Treating Others Fairly

Positive Working Relationships

Leadership in Business

Nature of Management

Staff Motivation

Self Understanding

Handling Feedback

Managing Diversity in the Workplace

Gender and Careers

MarkEd Workbooks - *Achieving Consensus*

Facilitation Skills for Team Leaders

Learning to Lead

Assertiveness Skills